RJ REYNOLDS

TOBACCO COMPANY

J. Campbell
Promotional Coordinator

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-4179
Fax (716) 634-3145

April 29, 1997

☎ *Fax* (315) 425-0461
Mr. D. Cook
CONSOLIDATED INDUSTRIES

****** REVISED ******

JUNE DORAL B2G1F PROMOTION #700272

Dear Don:

I have ordered 1415 SKUs of Doral Shipper Displays (item #525101) for you to pack this promotion for McLane-Northeast. The shipping company has been instructed to call ahead prior to delivery for an appointment. Attached are the individual breakdowns for assembly of this product by state. Please request product from McLane when you are ready to begin assembling the displays. ***Note: Product is 'pre-sleeved' B2G1F (no sleeve assembly required).***

All displays will need to be back at McLane no later than June 2nd in order for McLane to begin shipping displays to retail.

Product Arrival @ McLane: May 12, 1997 and May 19, 1997
Displays Arrival @ Consolidated: May 15, 1997

DORAL BRAND STYLE	#/ (6M) Cases B2G1F (5/12/97)	#/ (6M) Cases B2G1F (5/19/97)
Full Flavor Box	70	25
Light Box	70	25
Full Flavor 100	35	10
Light 100	70	25

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 4.9 CARTONS PER DISPLAY

CONTACT P. COX TO DETERMINE WHETHER AN ADDITIONAL 'LIVE' PACK SHOULD BE ADDED TO EACH DISPLAY (THIS WOULD EQUATE TO 5 CARTONS PER DISPLAY FOR BILLING PURPOSES).

51861 8044

Source: https://www.industrydocuments.ucsf.edu/docs/zlvn0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED 'RETAILER LETTER'
  (USE ENCLOSED 'RETAILER LETTER' TO MAKE NECESSARY COPIES)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

I appreciate your assistance, and if you have any questions, please call.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / #1610
/jc
w/ State Display List
cc: P. Cox

VAPB2G1F.DOC

51861 8045

Source: https://www.industrydocuments.ucsf.edu/docs/zlvn0000

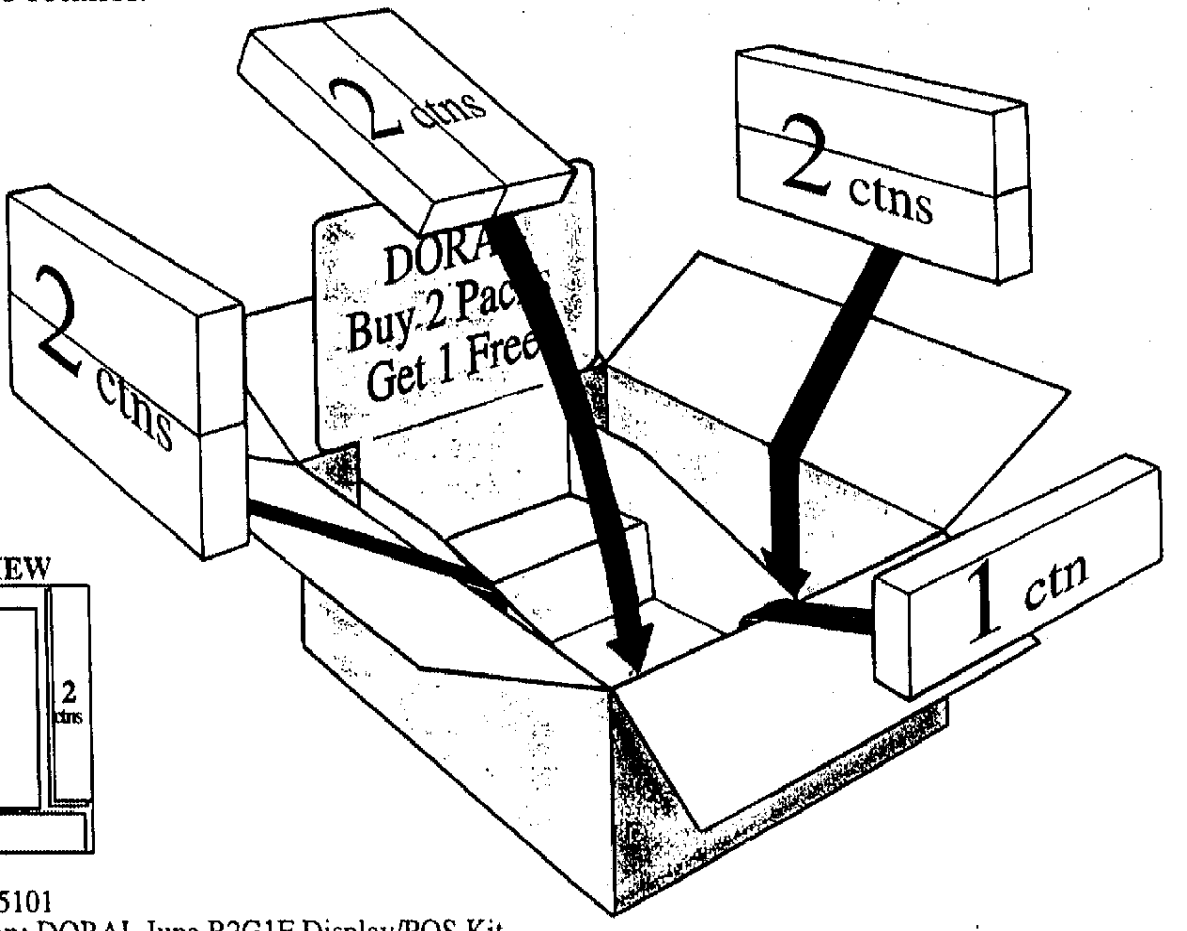
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR. '97

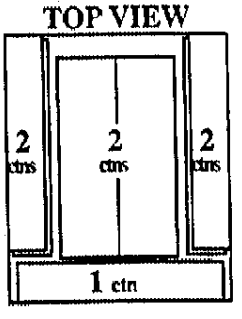
June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #525101
Description: DORAL June B2G1F Display/POS Kit

Brand Style	Ff Box	LT Box	LT 100	Ff 100		
Number of Cartons						

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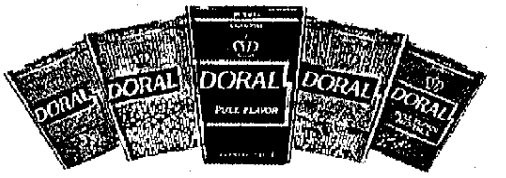
RJR TOBACCO



To All RJR Retail Partners

RETAILER LETTER

DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

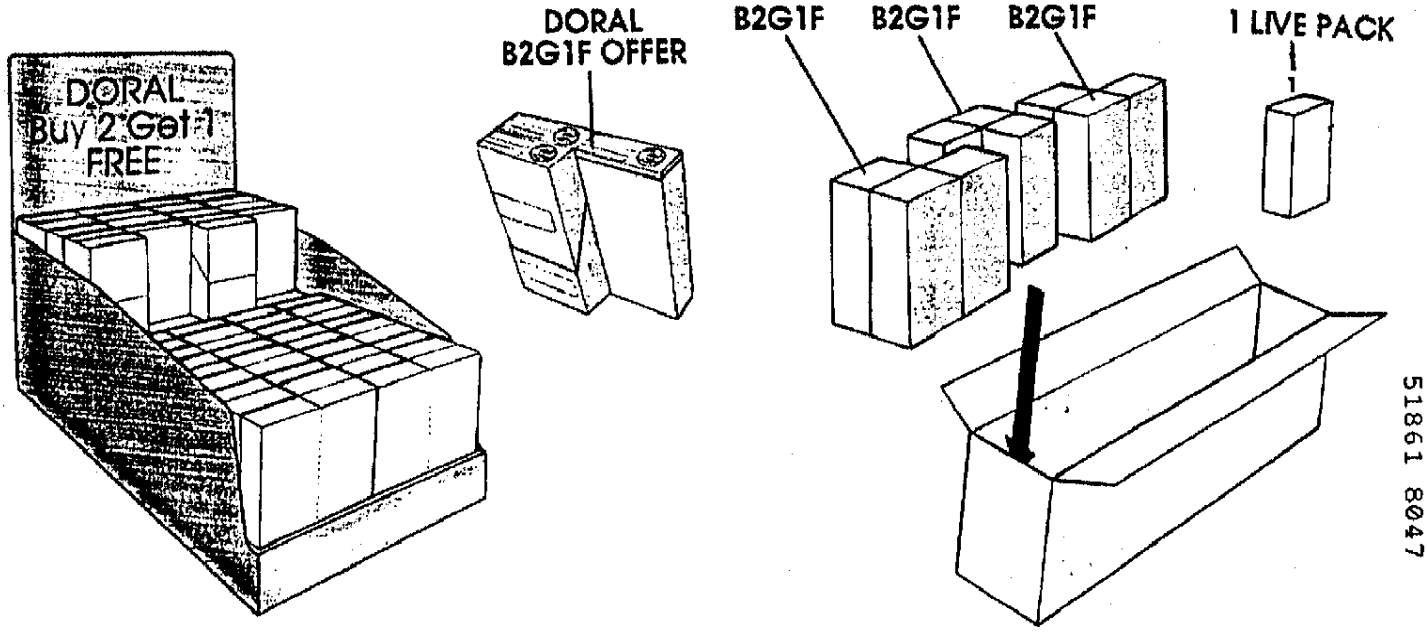
- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.

DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.

PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



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Source: https://www.industrydocuments.ucsf.edu/docs/zlvn0000

E-Mail 04/24/97 T. SULLIVAN / KAY LONG / K. HAMMONS / S. WRIGHT

McLANE NE (#375878) PO # / ORDER $ AMOUNT REQUEST FORM

PROMOTION: DORAL B2G1F JUNE PROMOTION #700272

THIS ORDER WILL BE UTILIZED FOR CHAIN COMMITMENTS WITHIN REGION #16XX (ALL NEW YORK STATE ACCOUNTS)

Ship Date to McLane NE	5/19/97
1st Ship Date to Retail:	6/2/97
Shipper UIN Number:	
Warehouse #49 PO #	
Warehouse #48 PO #	
Warehouse #7 PO #	
Winston/Salem PO #	
Shipper P.O. Number:	NOT REQUIRED
Vendor #	04360

✦PRODUCT DELIVERY DATE: MAY 19, 1997

		#/ DORAL B2G1F (6M) CASES				
Product Shipping From:	UIN #	FF BOX 12300-24065 (2 CTNs/ Display)	LT BOX 12300-24066 (2 CTNs/ Display)	FF 100 12300-24063 (1 CTN/ Display)	LT 100 12300-24062 (2 CTNs/ Display)	PRODUCT ORDER AMOUNT ($)
Warehouse #49		1	1	0	0	
Warehouse #48		7	7	4	7	
Warehouse #7		1	1	0	1	
Winston-Salem		16	16	6	17	
	TOTALS	25	25	10	25	

✦ Premium/Display /Value-Added Shipper Specifics

Delivery Date: MAY 22, 1997 TO CONSOLIDATED INDUSTRIES (NO PO # REQUIRED)

Shipper Description	RJR Item #	UPC#	Packing	Quantity Required
DOR B2G1F DISPLAY KIT - JUNE	525101	23850	@ 1 / SKU	365

♦ Special Information: N/A

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J. Campbell
Promotional Coordinator / #1610
/jc
w/ State Display List
cc: P. Cox

VAPB2G1F.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/zlvn0000

WHOLESALER PACKING INSTRUCTIONS

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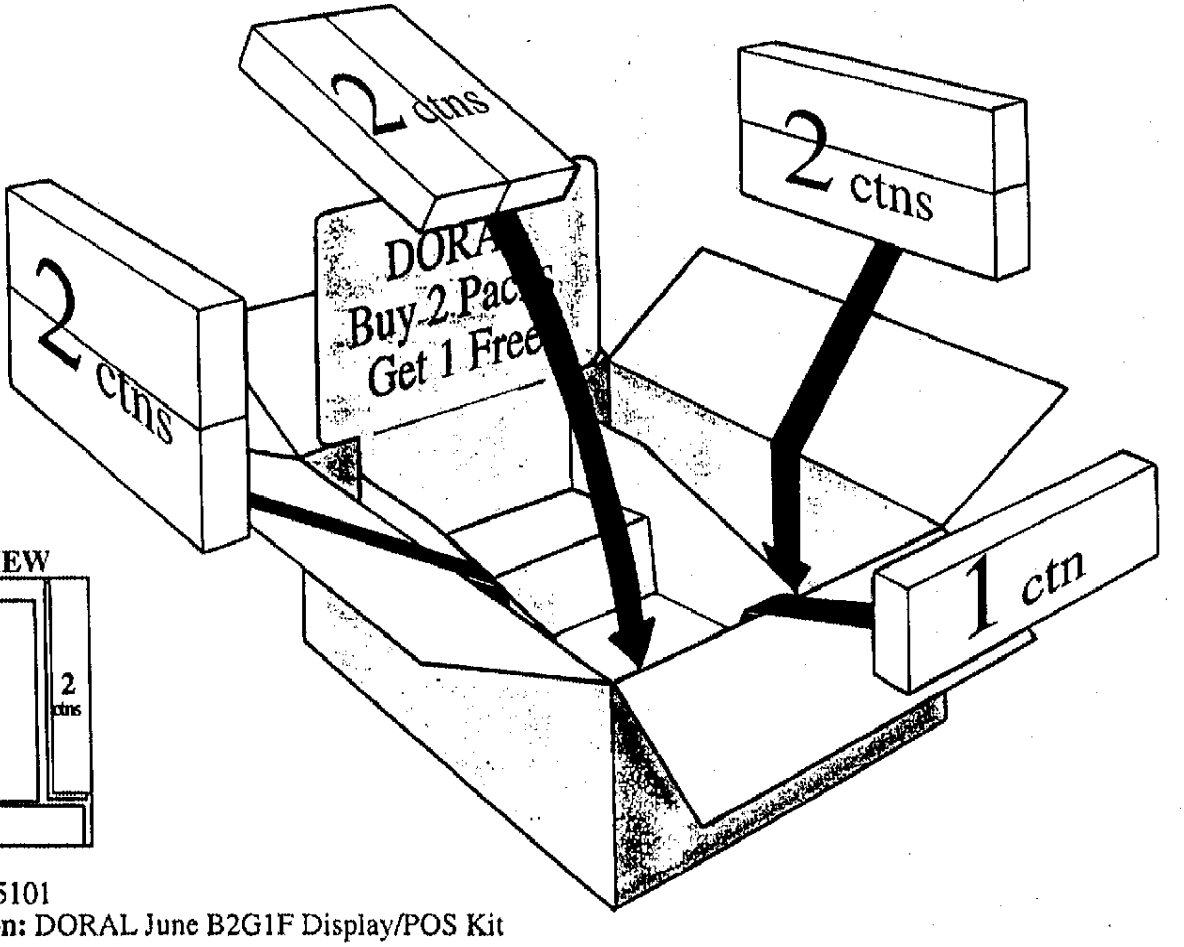
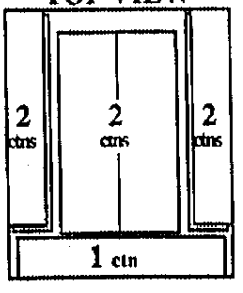


TOP VIEW



Item: #525101
Description: DORAL June B2G1F Display/POS Kit

Brand Style	Ff Box	LT Box	LT 100	Ff 100		
Number of Cartons						

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51861 8051

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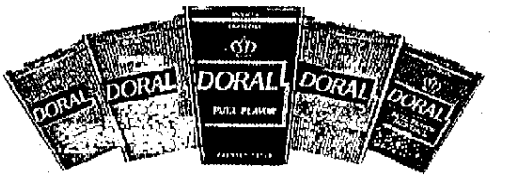
RJR TOBACCO



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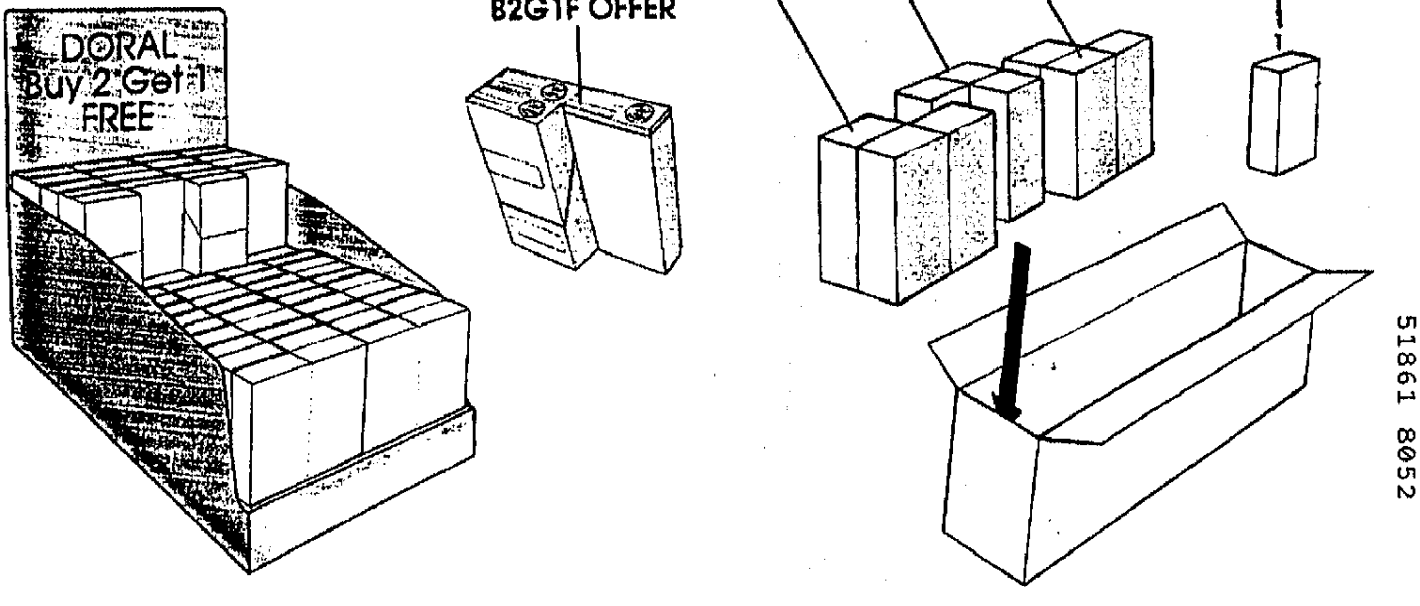

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Source: https://www.industrydocuments.ucsf.edu/docs/zlvn0000

MESSAGE CONFIRMATION

DATE:04/29/97 TIME:14:48

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
04/29	14:46	01'48"	3154250461	G3-S	004	OK

51861 8053

Source: https://www.industrydocuments.ucsf.edu/docs/zlvn0000